

**OFFICE OF THE CITY COUNCIL**

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**A G E N D A**

**TOURIST DEVELOPMENT COUNCIL ADVISORY COMMITTEE**

**Pegine Echevarria, Chair**

**Monday, February 5, 2018**

**2:30 P.M.**

**117 West Duval Street**

**City Hall, Fourth Floor**

**Conference Room A**

**TDC Advisory Committee Members**

Pegine Echevarria, Chair

Nicole Chapman

Barbara Halverstadt

Maria Hane

Dave Herrell

Bill McConnell

Maria Mark

Sean Satya

Monica Smith

Alan Verlander

Annette Hastings, TDC Executive Director

Colleen Hampsey, Research Assistant

Kim Taylor, Assistant Council Auditor

Phillip Peterson, Principal Council Auditor

Lawsikia Hodges, Deputy General Counsel

**Meeting Convened Meeting Adjourned:**

**I. Call to Order**

**II. Introductions**

**III. Approval Minutes TDC Advisory Committee –January 30, 2018**

**IV. Establishment of Special Events and Convention Grant Guidelines under 2016-599-E**

***Special Event grants****.* This component shall authorize the Tourist Council to award special event grants to organizations or persons hosting an event in the City or surrounding areas. Any event funded under this component shall have as one of its primary purposes the attraction of tourists to the City as evidenced by the promotion of such event to tourists. This component shall be limited to the following grants:

(i) ***Grant awards for attendance of 25,000 tourists or 10,000 room nights or greater****.* The Tourist Council may award grants for special events designed to attract a minimum of 25,000 tourists to the City, which grant award may not exceed $250,000 for any such event unless currently obligated by contract until such obligation expires; and

(ii) ***Grant awards for attendance of 5,000 tourists or greater for events held at publicly owned******venues.*** The Tourist Council may award grants for special events designed to attract a minimum of 5,000 tourists to the City using publicly owned tourist venues such as the arena, performing arts center, or stadium or at the zoo or eligible museums. Such grant awards may not exceed $100,000 per event.

**V.** **Point System Analyze TDC Grant Application**

* Event Evaluation Sample Point System
  + Reconfiguration Point System Table- Dave Herrell
  + Total Tourism Impact
  + Brand Opportunity- Maria Hane
  + Marketing- Monica Smith
  + Marketing Overview- Nicole Chapman
  + Stewardship- Bill McConnell
  + Quality of Life impact- Barbara Halverstadt
* Guideline Language for Evaluation
* Room Night Tracking/Evaluation Point System

**VI. TDC Competitive Grant Application Guideline Document**

Public Comments

Action Item\_\_\_\_\_\_\_\_

**VII. Closing Comments**

**VIII. Adjourn**

\*\*\***Other Items may be added or deferred at discretion of the Chair. \*\*\***